H-6

pocket photography
at its finest

Kodak pocket Instamatic® 50 & 60 cameras

6/72

Let the automatic '50' or '60' bring you into the exciting age of pocket photography

These new *Kodak pocket Instamatic cameras* are small and slim—about 5¾ inches long, 2¼ inches wide, and one inch thick. Both models combine deluxe features with ease of operation.

Automatic exposure: CdS electric eye controls the lens aperture and speed of the electronic shutter for highly accurate exposures . . . tells you when to use a steady camera support or magicube. No time lost making camera settings while the picture gets away!

Sharp viewing, framing. Big-image finder lets you view clearly, compose accurately. Bright projected frame defines picture limits. Bright illuminated signals give low-light and used-flash warnings.

Easy focusing. Range from 3 feet to infinity. The "60" has a coupled rangefinder for extra focusing convenience and accuracy. This feature is the only difference between the two cameras. Both cameras have scale focusing (calibrated in both feet and meters).

Lens capability. Fast, 26mm *f*/2.7 Ektar lens for high performance in every situation—fast action, dim light. Four glass elements, color-corrected for sharp pictures. Recessed glass plate protects lens when pocketed.

Magicube flash. Pop on a cube, and shutter sets itself to flash speed for accurately exposed flash pictures. Cube rotates as film is advanced after each shot. Lens adjusts for correct flash exposure as you focus in 4 to 30-foot range. Electronic control provides automatic balance in "fill-flash" shots outdoors!

Drop-in film loading. Drop in a small, convenient 110-size cartridge and shoot! No film threading or rewinding. No double exposures either!

Added conveniences. Both cameras have tripod and cable release sockets to help steady camera for longer exposures. Also, they have shutter-release locks to prevent accidental exposures.

Kodak puts it all in your pocket

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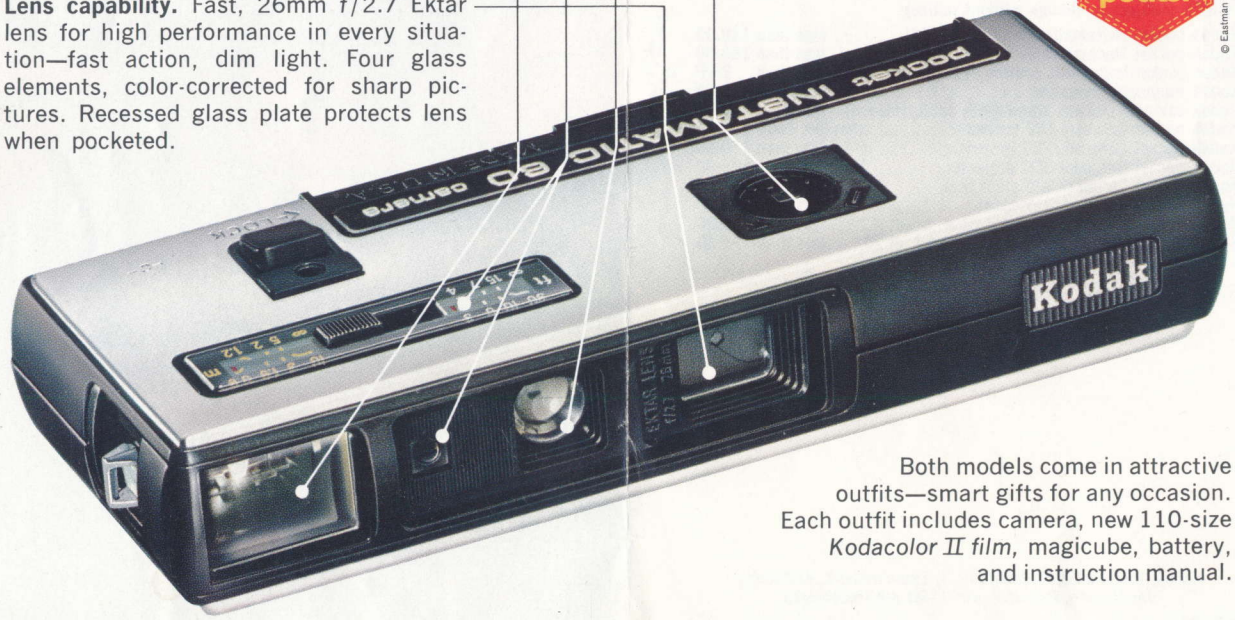
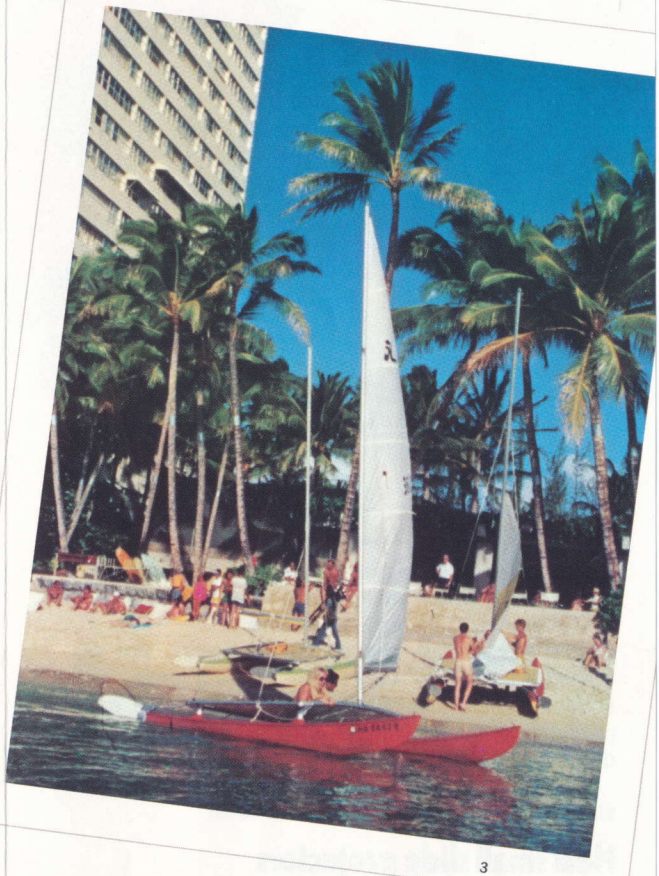


Both models come in attractive outfits—smart gifts for any occasion. Each outfit includes camera, new 110-size *Kodacolor II film*, magicube, battery, and instruction manual.



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ACTUAL SIZE

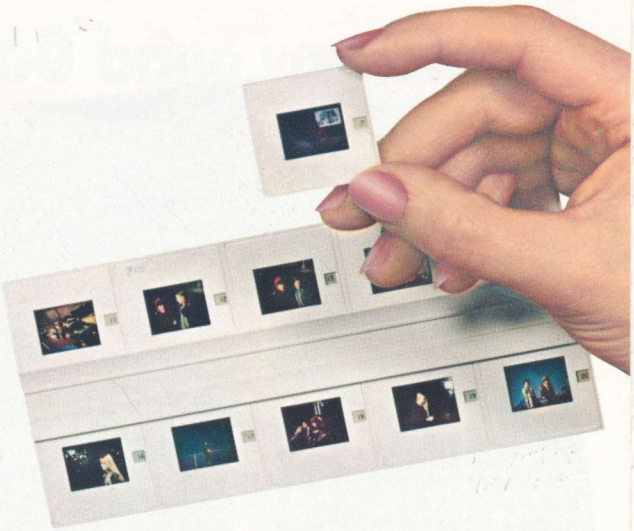
New big, sharp snapshot prints

Pocket photography is getting a really good, big color picture from a camera small enough to slip into your pocket.

Like other *Kodak pocket Instamatic cameras*, the "50" and "60" give you big—3½ x 4½ inches—snapshot prints in color from 110-size *Kodacolor II* film and in black-and-white from *Kodak Verichrome pan film* negatives. And 5 x 7-inch color enlargements for gifts or framing.

Pocket photography is *always* having a camera with you. No need to decide if you should take it along. Of course you can. As easily, as comfortably, as effortlessly as you take your wallet. It can be with you on walks. On rides. At the beach. On the ski slope. At work. Even at formal events.

The *Kodak pocket Instamatic 50 and 60 cameras* make great travel companions for capturing the impromptu, when and where it happens.



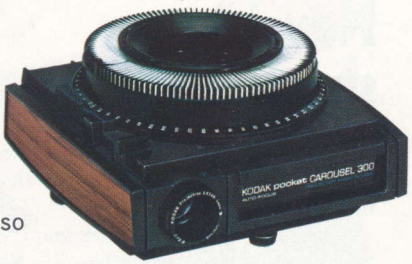
New small slides...

Kodak pocket Instamatic cameras also produce small slides which make possible small, compact *Kodak pocket Carousel projectors.*

110-size slides, processed by Kodak, are returned in a neat, wallet-type mailing case. The slides are held in a slip-in plastic "stick" for easy previewing and editing. And the slide mounts are durable, white plastic.

Compact, high-capacity *Kodak pocket Carousel slide trays* hold 120 "pocket" slides.

New small slide projectors



There are three smartly styled *Kodak pocket Carousel projectors,* with the same basic features that make their bigger cousins so popular.

- **The 100,** with select bar control
- **The 200,** with remote focusing and remote forward and reverse
- **The 300,** with **automatic** focusing and timer, in addition to remote forward and reverse. Plus handsome dust cover.

All have sharp *f*/2.8 *Kodak Ektar lenses* for big screen pictures when you want them.

To project 110-size slides in conventional 2 x 2 slide projectors, snap-in *Kodak 2 x 2 adapters for 110 slides* are available. Use one for each slide.

Films for Pocket Cameras

Kodak Verichrome PAN FILM
12 EXPOSURES VP110-12
Kodak Ektachrome-X FILM FOR COLOR SLIDES
20 EXPOSURES EX110-20
Kodachrome X FILM FOR COLOR SLIDES
20 EXPOSURES KX110-20
Kodacolor II FILM FOR COLOR PRINTS
12 EXPOSURES C110-12
KODACOLOR II FILM FOR COLOR PRINTS

- **For big, sharp color prints.** *Kodacolor II film.* A new, sharp film that gives you color negatives for big snapshot prints and 5 x 7-inch color enlargements.
- **For color slides.** Popular *Kodachrome-X* and *Kodak Ektachrome-X films* produce sharp, crisp color slides for projection.
- **For black-and-white prints.** *Kodak Verichrome pan film* gets sharp black-and-white negatives for prints and enlargements.
- **Processing** is available from photofinishers and Kodak processing laboratories.

Aids for pocket photography

Kodak pocket Instamatic camera cases. Leather-grained vinyl with belt loop. In black or green.

Kodak magicube extender. Minimizes "red-eye" which may occur in flash pictures taken under certain conditions.

Kodak pocket Carousel projector case. For any *Kodak pocket Carousel projector.* Plus room to store a boxed slide tray, spare lamp, and cords. Attractive black, pebble-grain finish.

PRICES (subject to change without notice):

Kodak pocket Instamatic 50 camera outfit	less than	110.00
Kodak pocket Instamatic 60 camera outfit	less than	130.00
Kodak pocket Instamatic camera cases	from less than	2.00
Kodak magicube extender	less than	3.00
Kodak compact camera stand (with cable release)	less than	4.55
Kodak pocket Carousel 100 projector	from less than	100.00
Kodak pocket Carousel 200 projector	from less than	150.00
Kodak pocket Carousel 300 projector	from less than	215.00
Kodak pocket Carousel 120 slide tray	less than	4.00
Kodak pocket Carousel tray case	less than	13.00
Kodak pocket Carousel projector case	less than	13.00
Kodak 2 x 2 adapters for 110 slides (pkg. of 20)	less than	1.30

Kodak, Instamatic, Kodachrome-X, Ektachrome-X, Kodacolor, Verichrome, Carousel, and Ektar are trademarks.

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